Send Us Your Mail Orders

These Are Final Reductions

"THE STORE OF SERVICE" All Summer Goods Are Included

See The Arcade Use Rest Room

Make it a Point to be Here Monday a.m.

TE know of nothing but decisive price reductions that will reduce our remaining summer stock to the minimum. So, we begin Monday an "Effective Clearance Sale." We say "effective" because no other word expresses so fully what we mean. While summer stocks are somewhat broken, yet we believe that from the unlimited number of bargains that goes on sale Monday morning every woman in El Paso can find something that will repay her for her trip to "The White House." Remember, the following are final reductions.

50c bottles of Park & Tilford's

Rum 28c

Bay Rum 59c

Colgate's Listerine, chemically

pure, regularly 25c; 17c special Monday 17c

25c tubes of Daggett & Rams-

25c Colgate's Dental 16c

4711 Rose Glycerine Soap, 3

cakes to the box, regular price

45c per box; Monday 38c

Colgate's Toilet Soaps, 2 cakes

to the box, regular price 25c per box; Extra Special 19c

Vantine's Toilet Waters-Sandalwood, Geisha Flower, Nile Lily, Cerylopsis, Flowery Kingdom and Wisteria; 89c

Final Clearance of Lingerie Dresses

HILE extraordinary reductions are offered next week on all classes

of lingerie and marquisette dresses and these must all be disposed of to

make room for fall and winter garments. The lingerie dresses that you

bought earlier in the summer have probably lost their freshness by now

and you will be glad of the opportunity to purchase new ones at HALF PRICE AND LESS. In the following lots you will find all sizes—from 14

Lingerie Dresses, values to \$3.00; Lingerie Dresses, values to \$12.50;

\$1.45

\$2.89

the climax of value-giving is reached. We have still a large stock

priced for final

priced for final

priced for final

clearance

clearance

clearance

Lingerie Dresses, values to \$16.50;

Lingerie Dresses, values to \$25.00;

All higher priced lingeric and mar-

quisette dresses are on sale next

week at equally as great reductions.

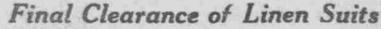
dells' Perfect Cold

Cream

Cresm

Monday

special Monday ,



E ARE anxious to close out all remaining linen suits. As you have fully two months in which to wear a linen suit, you should not fail to take advantage of the remarkable reductions offered next week. The four lots listed below embrace linen crash, linen suiting and cutton corduroy suits. They come in white, natural, brown, navy, wisteria, purple, gray and black. As you will see at a glance, the reduced prices are LESS THAN ONE HALF OF REGULAR PRICES.

	-		Acres of
Linen Suits, values	to	\$7.50;	priced
for final clear-		63	En
Linen Suits, values	50	\$13.50;	priced
for final clear-		.\$5	00
BROS	100	. 44	·VV

Linen Suits, values to \$17.50; priced \$7.50 Linen Suits, values to \$49.50; priced \$10.00

Final Clearance of Tailored Suits

LL spring and summer styles in tailored suits must be closed out next LL spring and summer styles in tailored suits must be closed out next week. To that end, we have reduced prices to the lowest possible point. Of course, many of these suits could be carried over and disposed of next spring at a profit. However, it is against the White House policy to carry garments over. Plain tailored and fancy suits are included. They come in solid colors, stripes and novelty suitings. The color range embraces white, gray, tan, navy, lavender and black. Reductions are just as listed. Tailored Suits, values to \$15.00; Tailored Suits, values to \$28.50; priced for final clear \$4.95 ance \$9.95 Tailored Suits, values to \$32.50; priced for final \$14.95

Clearance of Linen and Pique Dresses Monday Specials Toilet Articles

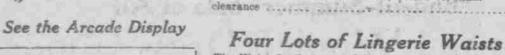
LL SUMMER ready-to-wear must move next week, and we offer our entire remaining stock of linen and pique dresses at reductions August, September and October—fully three months. They come in white, pink, tan, natural, lavender and light blue. The size range is practically complete. You really cannot afford to overlook such reductions

priced for final clearance	to \$9.50:	Linen Dresses, values to \$22.50; priced for final clearance
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Final Clearance of Silk Dresses

LL spring and summer styles in silk dresses are to be sacrificed next A week. Taffeta, crepe meteor and peau de eygne dresses are included. They are styles for street and afternoon wear; many are suitable for traveling. Come in stripes and solid colors—blue, green, brown, black and light shades. Reductions are just as printed here.

TOPING SAME AND ADDRESS OF THE PARTY OF THE	The second secon	CONTRACTOR DESCRIPTION		
Silk Dresses, values priced for final		Silk Dresses, priced for final clearance		
clearance	to \$32.00;	Silk Dresses,	values to	\$57.50;
priced for final clearance	14.50	priced for final	\$2	3.50



The Waist Section never fails to contribute its share of big values. Next week we offer some of the most remarkable values in lingerie waists ever given in El Paso. Four lots are offered. These waists are the very latest summer styles. They are made of all sorts of sheer materials, including

marquisette. Both high and low neck styles are shown-with long and short sleeves.

They are trimmed with Isce and embroidery, while many of the nicer waists are beautifully hand embroidered. Most of the waists in lots 3 and 4 are exclusive models. No woman in El Paso should miss this sale of waists. The four lots are as follows:

LOT NO. 1. LOT NO 3 Lingerie waists, values to Lingerie waists, values to \$1.75, at

\$4.00, at \$2.59 95c LOT No. 2 LOT NO. 4 Lingerie walsts, values to Lingerie waists, values to \$2.95, at \$5.00, at

\$1.89 \$2.89 Extra Special in House Dresses

HOUSE DRESSES AT 59c These are neat, serviceable house dresses-bargains at 59c. Made of striped percale and fancy lawn. The percales come in black and white and gray and white stripes; the lawns white ground with 'ark figures. Have round or high neck. Extra Special

Clearance of Summer Dresses Dainty summer dresses, made of sheer voile, tissue and Swiss, are offered next week at prices that should effect a complete clearance. These dresses are shown in many pretty styles. They are trimmed with lace and touches of satin. They are good values at regular prices, and you simply cannot afford not to take advantage of the

reduced prices.	
Summer Dresses, values to \$5.00; priced for final clearance	\$2.69
Summer Dresses, values to \$9.00; priced for final clearance	\$4.59
Summer Dresses, values to \$11.50; priced for final clearance	\$5.69
Summer Dresses, values to \$21.50; priced for final clearance	\$9.85
Dainty summer dresses, made of striped	

and white, lavender and white, navy and white and light blue and white, piped with satin to match. Sell regularly for \$4.00; offered as an Extra 21 Special next week at

EXTRA! EXTRA! EXTRA! EXTRA!

LONG SILK GLOVES 69c 16-button length silk gloves, 2 clasps at wrist, double finger tips, come in Good quality tan lisle hose, also lace boot and allover lace hose, sells regublack and colors; Extra larly for 35c a pair; 69c Special, pair

Extra Special in House Dresses \$3.95 HOUSE DRESSES \$2.59

These are very nice house dresses. They are made of Anderson's zephyrs and Scotch ginghams, in stripes, checks and plaids. Some are self trimmed, others trimmed with plain color gingham, and still other styles with embroidery. All sizes are offered-from 14 to 44. Regular \$3.95 dresses; Extra

SEE THE ARCADE.

Final Clearance of

Parasols

clearance next week. Silk, liu-

en and linene parasols are in

cluded, in every imaginable

color and color combination.

You had better take advantage

of these reductions Monday. It

you wait, you may not be able

to find just the parasol you

Parasols, values to \$1.25;

Parasols, values to \$3.00;

priced for final \$1.59

to \$4.00;

values to \$5.50;

values

priced for final \$1.95

priced for final \$2.59 Parasols, values to \$10.00;

priced for final \$4.95

priced for final

clearance

Parasols,

Parasols,

priced for final

UR entire stock of para

sols is priced for final

Final Clearance of Junior Dresses

Summer dresses for juniors are also to be sacrificed next week. ladies from 13 to 17 years of age. These dresses are made of gingham, chambray, linen, near linen, percale and other wash fabrics. They are "Peter Thompson" and other styles and are just what the juniors will need for school this fall \$1.50 and \$1.75 values... 98c \$3.95 values\$2.59 \$4.95 values\$3.39 \$7.50 values \$4.39 11.50 values\$6.89

SEE THE ARCADE.

Three Extra Specials in Wash Skirts

75c LINENE SKIRTS 39c White linene skirts, in panel effects, will give you lots of service, regular 75c values: Extra Special. 39c

95c NEAR LINEN SKIRTS 79c White skirts, made of good quality "near linen," high girdle panel effects with pocket, pearl button trimmed, 95c val-79c ues; Extra

\$1.95 CORDELINE SKIRTS

\$1.29 Extra nice skirts made of white cordeline, high girdle styles with panel back and overlapped panel front, trimmed with large and small pearl buttons, regular \$1.95 values; Extra Special \$1.29

Extra Specials in Muslin Underwear

UNDERMUSLINS AT 95c We will offer next week extra values in undermuslins at 95c. Drawers, night gowns, chemise, petticoats and combinations are included. Made of sheer longcloth and nicely trimmed. Every garment is an extra 95c

\$2.00 UNDERMUSLINS \$1.19 Night gowns, combinations, drawers and petticoats. Made of sheer, good quality longcloth and nainsook; trimmed with lace and embroidery. special \$1.19

\$2.50 UNDERMUSLINS \$1.59 Another lot of night gowns, combinations, drawers and petticoats, Made of sheer longcloth and nainsook, trimmed with fine laces and embroideries. Values to \$1.59

\$4.00 U. DERMUSLINS \$2.69 Night gowns, drawers, petticoats and combinations, high grade garments, made of fine nainsook and batiste, finely finished, values to \$2.69 \$4.00; Extra Special ... \$2.69

\$3.00 Silk Waists \$1.95 Odds and ends of Silk waists-China. taffeta, messaline and fancy silksmostly white and a few dark colors. Worth to \$3.00; will \$1.95

EXTRA! EXTRA!

LONG SILK GLOVES 79c 16-button length silk gloves, in lavender, light blue, pink, new shades of tan, gray, navy, reseda, black and white. Made with double finger tips and are regular \$1.00 gloves; 79c Extra Special

Fall Styles By Far the Most Complete Showing in El Paso

THE real incentive for making the decisive price reductions that are noted on summer goods is the immense quantity of fall stock that is calling for space. Already we have by far the most complete showing of advance fall styles to be

Mr. Coblentz and assistants have spent the past month in New York and our present fall display is ample evidence of their ability to select merchandise for the El Paso public. Our displays for next week embrace Fall Tailored Suits, Fall Tailored Skirts, Fall Tailored Shirts, New Silk Dresses for Fall, Fall Evening Dresses

The Pannier Dress

priced for final-

priced for final

clearance

priced for final

priced for final

clearance

clearance .

elenrance

Lingerie Dresses, values to \$5.00;

Lingerie Dresses, values to \$7.00;

Lingerie Dresses, values to \$8.50;

Among the many beautiful fall styles, we direct The felt hat is, beyond question, the hat of the hour. at "The White House."

Millinery Modes

\$5.98

special attention to our showing of pannier dresses. And our showing of felt hats is, beyond question, the No style introduced in recent years has been accorded only one worthy of the name to be seen in El Paso. the favor given this one, and no showing of pannier. In addition to felts, we are showing advance fall dresses in El Paso in any way compares with the one styles from Fisk. Phipps, Gage, Castle and other celebrated American milliners.

In the Arcade you will find displayed daily the newest fashions for Fall 1912

CORRECT DRESS FOR WOMEN

STORE OF

Final Clearance of Hand Bags

all crochet, lace and embroidered linen hand bags are marked at prices that mean immediate clearance. They come in white and ecru. Do not fail to take advantage of these reductions and secure a pretty bag.

\$2.00 values at.....\$1.19 Values to \$2.95 at \$1.69 Values to \$3.95 at.....\$2.69 All higher priced bags are reduced accordingly.

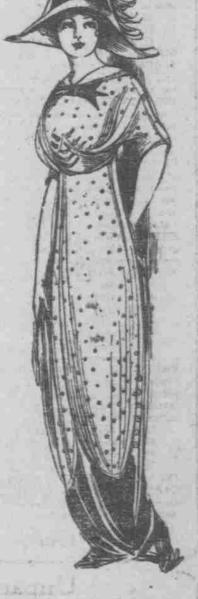
Extra! Extra! \$1.00 HAND BAGS 29c A lot of velvet, and lace hand bags, values to \$1.00; Extra Special at

Extra! Fxtra! \$1.50 hAND BAGS 69c bags, values to \$1.50; Extra 69c Special

EXTRA! EXTRA! Summer Union Suits 75c UNION SUITS 59c Ribbed lisle union suits, all sizes, tight and umbrella kiee styles, our regular 75c garments; 59c special

50c UNION SUITS 39c Also, 50e union suits, all sizes, tight and umbrella knee styles; 39c

EXTRA! EXTRA! LONG CHAMOISETTE GLOVES 59c 16-button length natural chamoisette gloves, in sizes 51-2 and 6 only, regular \$1.00 grade; Extra



See the Arcade Display

Extra Specials in Silk and Lawn Kimonos \$8.96 SILK KIMONOS \$2.79 Long kimones made of Japanese

Come in floral, Japanese and Dresden designs in pink, l. vender, light blue, navy, black, Copenhagen, purple and white. Our regular \$3.95 silk kimonos; Extra \$2.79 \$1.25 LAWN KIMONOS 89c Full length kimonos made of flowered lawn-white ground with floral design in light blue, pink or lavender. They are belted affects with sailor collar, and are very cool and comfortable on warm days. Regular

\$1.25 values; Extra Special ... 89c \$1.00 LAWN KIMONOS 59c Full length kimonos of flowered lawn, white ground with floral design in pink or blue, 59c \$1.00 values; special. \$1.25 SHORT KIMONOS and Short kimonos, or dressing sacques, made of Serpentine crepe, in light and dark colors. There are several styles to choose from, and all sizes.



Two Extra Specials in Silk Petticoats WHITE SILK PETTICOATS

\$1.95 These petticoats are made of a good quality of messaline silk. They have full body and fluted or pleated flounce. \$1.95 \$2.95 SILK PETTICOATS

Messaline and taffeta silk petticoats, in every imaginable shade, light or dark, including black and white. Our regular

\$2.95 silk petticoats; Extra \$1.89 Special

50c GINGHAM PETTICOATS Serviceable percale and ging-

ham petticoats, in stripes and solid colors. Black cotton taffeta petticoata are also included in this special. These are regular 50e gar- 36c ments; special 36c